

Yes, steps need to be taken to strengthen localism in broadcasting.

Media advertising promotes getting pretty ladies if I drink beer.
But they speak nothing of the big fat gut I'll get drinking all that beer.

News programs on local television stations think it's so important to tell me that weather is brought to us by WorldCar and sports is sponsored by abc company.

What happened to program viewing instead of commercial viewing?!
And where is the truth and quality in advertising?

When you get more commercials than viewing material, something is wrong.
It's your responsibility to fix this problem.

When I find that I've lost sight of my original path, I get back on track rather than continue in the wrong direction.

I expect the FCC to do the same, which means radio and TV must be directed to serve the needs and interests of the community, not of corporation.

For true localism, media should:

- * Provide more in-depth news coverage,
- * Reduce the number of commercials and sponsor mentions,
- * Promote and play local artists,
- * Tell the stories of successful youth and minorities instead of so much focus on the negative,
- * And offer new and fresh stories instead of continuances of what everyone is playing over and over.

Thank you